

1 of 3

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) AMY MCCREARY

**Salesperson Phone#** 215-568-6540  
**Salesperson FAX#** 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	M-TH	6A-7A		:30	\$450.00	09/17-09/27	4	2	8	\$3,600.00	
		Buyline Comment: NEWS										
	2	M-F	7A-9A		:30	\$550.00	09/17-09/28	5	2	10	\$5,500.00	
		Buyline Comment: TODAY SHOW										
	3	M-F	5P-630P		:30	\$725.00	09/17-09/28	5	2	10	\$7,250.00	
		Buyline Comment: NEWS										
	4	M,W,F	7P-730P		:30	\$725.00	09/17-09/28	3	2	6	\$4,350.00	
		Buyline Comment: WHEEL										
	5	M-F	730P-8P		:30	\$400.00	09/17-09/28	5	2	10	\$4,000.00	
		Buyline Comment: FACE TO FACE										
	6	M-TH	11P-1135P		:30	\$750.00	09/17-09/27	4	2	8	\$6,000.00	
		Buyline Comment: NEWS										
	*7	SA-SU	11P-1135P		:30	\$750.00	09/22-09/30	2	2	4	\$3,000.00	
		Buyline Comment: NEWS										
		Station Remark: V4 1X NA 9/22; 1X NA 9/29 DT RATE/OVERSOLD TP										
	*8	SA	7A-9A		:30	\$225.00	09/22-09/29	1	2	2	\$450.00	
		Buyline Comment: SAT TODAY										
		Station Remark: V4 1X NA 9/29 DT GOLF										

Station KSNV-TV LAS VEGAS, NV.

Advertiser ( ) JOE HECK 4 CONGRESS

Product JOE HECK 4 CONGRESS

Estimate# 2690

Buyer KEGAN BERAN

Phone#

Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT

7669 STAGERS LOOP

DELAWARE, OH 43015

Agency C/P1/P2/E //2690

Flight Dates 09/17/2012 - 09/30/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	*9	SU	7A-8A		:30	\$200.00	09/23-09/30	1	2	2	\$400.00	
			Buyline Comment: SUN TODAY									
			Station Remark: V4 1X NA 9/23, 1X NA 9/30 DT RATE/OVERSOLD TP									
	10	SU	5P-630P		:30	\$225.00	09/23-09/30	0	0	0	\$0.00	
			Buyline Comment: NEWS									
			[MADE-GOOD BY LINE(S) 12]									
	12	W-F	3P-4P		:30	\$450.00	09/19-09/21	1	1	1	\$450.00	
			Buyline Comment: PHIL									
			[MKGD FOR SPOTS MISSED ON LN #10: 9/23(1/WK) 9/30(1/WK)]									
	11	F	10P-11P		:30	\$1,400.00	09/28-09/28	1	1	1	\$1,400.00	
			Buyline Comment: DATELINE									

---REPORT TOTALS---

Report Totals: 62 / \$36,400.00

---SALES MONTHLY TOTALS---

Sep 12: 62 / \$36,400.00

Sales Totals: 62 / \$36,400.00

Station Totals: 62 / \$36,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$121,333	CATV	0%	KBLR	0%	KINC	0%	KLAS	30%	KSNV	30%
		KTNV	30%	KTUD	0%	KVCW	0%	KVMY	0%	KVVU	10%
		XXXX	0%								

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Rep Order# 6852462      Ver# 4      Status Returned  
EC'd Yes

Traffic Order# 106602

Printed: 10/05/2012 3:57 PM  
Last Received: 09/17/2012 3:35 PM  
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) JOE HECK 4 CONGRESS  
Product JOE HECK 4 CONGRESS  
Estimate# 2690  
Buyer KEGAN BERAN  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //2690  
Flight Dates 09/17/2012 - 09/30/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Books NOV12  
Demos RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE